

CEID Walk-A-Thon Fundraiser Toolkit

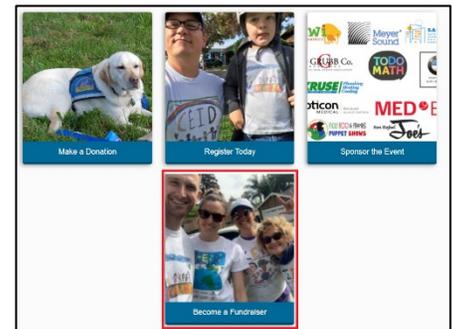
Thank you for your CEID spirit! Here is how to set up your CEID Walk-A-Thon Fundraiser & some ideas for spreading the word.

Tips for a Successful Fundraising Page

- Decide **where** you will “Walk Where You Are” so others can join you while maintaining COVID-19 precautions. You can walk around your block, at a nearby park, or anywhere you choose!
- **Set Up Your Page!** See below for step-by-step instructions. Make sure to add photos and a personal story.
- Share your page on social media, email, and by word of mouth.
 - Share weekly to stay top of mind. Don’t be afraid to ask often!
- Tag CEID and your friends to get more engagement. Use the Hashtag **#CEIDWalk2021**.

How To Set Up Your Fundraiser

1. Visit www.ceid.org/walk-a-thon. Click on “Become a Fundraiser.”



2. Sign up with your Facebook, or fill out the First Name, Last Name, and Email address. You can include an optional photo. Then click “Sign Up.”



Become a Fundraiser for
CEID Virtual Walk-A-Thon 2021

 Sign Up with Facebook

By signing up, I agree to the terms and conditions.

OR

Sign Up with Email

First Name*

Last Name*

Email Address*

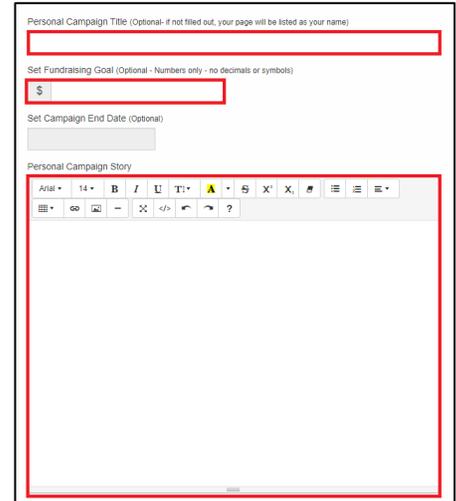
Profile Image

Drop your image here or click to upload.

Image should be 250 pixels wide by 250 pixels tall.

Sign Up

3. On the next page, enter the following:
 - a. Personal Campaign Title (optional) – If you would like, give your fundraiser a fun title such as “*Stepping Up with Team Huang,*” “*Rosalie’s Street Walkers,*” or “*Nan’s PAWsome Friends.*”
 - b. Fundraising Goal (optional)
 - c. Personal Campaign Story – Describe your journey with CEID or simply explain why you support CEID. Then scroll to the bottom, click the Captcha, and then click “Get Started.”



You are all set! Make sure to bookmark your URL so it’s easy to access and share.

Share Your CEID Walk-A-Thon Fundraiser

Here are some ways to share your CEID Fundraising Page:

- **Social Media:** Social media is one of the easiest ways to spread the word about CEID. Share a quick story of why you support CEID, link to your fundraising page, and use the hashtag, **#CEIDWalk2021**.
 - CEID Social Media Handles:
 - Facebook: <https://www.facebook.com/CenterforEarlyInterventiononDeafness>
 - Instagram: <https://www.instagram.com/ceidberkeley/>
 - Twitter: <https://twitter.com/CEIDBerkeley>
 - Share a photo from a prior Walk-A-Thon, a selfie from your next outdoor walk, or a short video to remind your friends to sign up and join the CEID livestream on **Saturday, April 24th at 10am**. Register for free and/or purchase a commemorative t-shirt at www.ceid.org/walk-a-thon.
 - Social Media Examples below:





- **Gather a Team:** Gather your network of coworkers, family members, church organization, or other social groups to come together for a cause! Send an email explaining why you are fundraising for CEID and inviting them to join you.
 - Sample text below:

“Hello ____,

I am writing to let you know about an organization that I care about, the Center for Early Intervention on Deafness (CEID). CEID is having their Annual Walk-A-Thon fundraiser on Saturday, April 24th, 2021. I will be walking around my neighborhood in celebration of CEID. *[Insert a story about how you came to be involved in CEID]*. I hope you will join my fundraising team and help me reach my goal by donating here: *[insert your page URL]*.

For more information, you can visit www.ceid.org/walk-a-thon. Thank you for supporting a cause that is dear to my heart.”